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FOR IMMEDIATE RELEASE

MW Associates Expands Marketing Services in Mexico Through Strategic Collaboration with Andrés Luna Rodríguez

NAPLES, FL — August 2026 — MW Associates, a global all-electronics marketing and electronics assembly consultancy agency, is pleased to announce a strategic collaboration with Andrés Luna Rodríguez, founder of Black Sheep Marketing, who joins the agency as Regional Marketing Consultant – Mexico.

In this role, Luna will support MW Associates' growing portfolio of Mexico-based clients by providing regional marketing expertise, developing culturally relevant Spanish-language content, strengthening social media engagement, and helping manufacturers build greater visibility throughout the Mexican electronics manufacturing industry. His work will also support integrated digital marketing initiatives, localized messaging, and communications strategies that connect more effectively with customers, partners, and industry professionals across the region.

An accomplished marketing strategist and founder of Black Sheep Marketing, Luna Rodríguez has extensive experience helping organizations develop compelling brand messaging, digital marketing strategies, and content that drives audience engagement. His expertise in social media marketing, content development, branding, and regional market communications complements MW Associates' public relations and marketing communications services, enabling the agency to deliver even greater value to clients expanding their presence in Mexico.



"Mexico continues to be one of the fastest-growing manufacturing markets in the electronics industry, and we're committed to providing our clients with marketing support that reflects the language, culture, and business environment of the region," said Megan Wendling, President, Founder & Owner of MW Associates. "Andrés brings an exceptional combination of strategic marketing expertise, creativity, and regional insight. His experience will help our clients strengthen their digital presence, create more meaningful connections with their audiences, and further expand their visibility within the Mexican manufacturing community."

As Regional Marketing Consultant – Mexico, Luna will collaborate with MW Associates' account teams to develop Spanish-language LinkedIn strategies and content, create localized marketing

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campaigns, support digital communications initiatives, enhance social media engagement, and provide regional marketing insight that helps clients effectively reach audiences throughout Mexico.

“I’m excited to collaborate with MW Associates and contribute to the exceptional work they’ve built within the global electronics manufacturing industry,” said Andrés Luna Rodríguez. Successful marketing is about more than simply translating content, it’s about understanding the culture, the audience, and the business environment. I look forward to helping MW Associates’ clients develop authentic marketing strategies that resonate with customers in Mexico while supporting their long-term growth throughout the region.”

The collaboration represents another step in MW Associates’ continued international expansion. By combining the agency’s expertise in public relations, technical marketing, and content development with Luna Rodríguez’s regional marketing knowledge, clients will benefit from more localized, strategic communications that strengthen brand awareness and support business growth across Mexico and Latin America.

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About MW Associates

MW Associates is the premier marketing and PR firm for the global electronics manufacturing industry. With a special focus on B2B marketing and over four decades of experience, the firm has the expertise and connections necessary to transform companies into leading brands. MW Associates is a women-owned and operated business committed to delivering exceptional results for its clients.